(c) Prasar Bharati has informed that the total revenue receipts for the year 1999-2000 and 2000-2001 were Rs. 678.03 crores and Rs. 711.41 crores respectively.

Financial Assistance to Cinema Industry

3737. SHRI S. S. CHANDRAN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the steps taken by Government to promote cinema industry ;

(b) the details of loans/grants provided under various schemes to cinema industry ; and

(c) whether Government instruct the banks to provide adequate financial assistance by way of loan to cinema industry ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (c) In order to facilitate a greater flow of institutional finance to the film industry, Notification dated 16-10-2000 was issued by the Ministry of Finance whereunder the "Entertainment Industry including films" has been specified as an approved activity for accessing finance under the IDBI Act. The Industrial Development Bank of India and the Reserve Bank of India have also evolved guidelines to enable banks and financial institutions to fund proposals for financing of film production.

According to the Scheme evolved by IDBI the financial institutions will initially focus on financing film production activity of corporate entities. While there is no upper limit for sanction, the minimum quantum of assistance would normally be not less than Rs. 20 million. The quantum of assistance would not exceed 50% of the budget Under RBI Scheme, Banks may provide finance to film producers (corporate as well as non-corporate entities) with a good track record in the relevant field. Banks can finance up to 50 per cent of the project cost on merits, where the total cost of production of a film does not exceed Rs. 10 crores.

National Film Development Corporation Limited also finances the film industry. The maximum amount of loan given under its loan Scheme is Rs. 25 lakhs or 75% of the budget, whichever is less.